



August/September 2011 Women's Edition

Mission statement:

"The mission of the Missouri Women's Council is to promote the economic success of Missouri women by connecting them to information and resources"



Jeremiah "Jay" Nixon
Governor



David Kerr
Director
Department of Economic Development

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**Missouri Women's Council
Board Members
2011**

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Catherine Crum Thompson, Jefferson City

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Valerie White, St. Charles

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Featured Board Member
Catherine Crum
Thompson

Catherine Crum Thompson is the owner and manager of Catherine Crum The Salon & Spa in Jefferson City. She has been recognized by Salon Today Magazine as a Top 200 fastest growing U.S. Salon. In 2007 and 2008, Catherine's salon was nominated as Outstanding Small Business of the Year by the Jefferson City Chamber of Commerce. Catherine and her staff educate themselves nationally and internationally in cities such as New York, Minneapolis, Chicago, Atlanta, Los Angeles, Florence, Italy and Amsterdam, Holland.

Among her travels, Catherine was selected to compete at the World Stylist Contest Finalist at the World Wide Hair Tour in Florence, Italy and Amsterdam, Holland. In addition to, she was chosen to be one of three contestants on the TV Reality Show Making It Big on the Oxygen Network featuring hairstylists. Jefferson City Magazine selected Catherine as a member of the 40 under 40.

Catherine is the graduate of Merrell University of Beauty Arts and Science in Jefferson City and attends First Assembly of God, Jefferson City. Catherine and her husband Kirk reside in Jefferson City.



Economic News You Can Use



Missouri SBA Women-Owned Small Business Rule to Expand Access to Federal Contracting Opportunities

New program will be available in early 2011 for small, women-owned firms
With the publication last week of a final rule in the Federal Register, the U.S. Small Business Administration (SBA) will begin implementation of its [Women-Owned Small Business](#) (WOSB) contracting program. The agency expects the program to be available for WOSBs in early 2011. The rule is part of the Obama Administration's overall commitment to expanding opportunities for small businesses to compete for federal contracts, in particular those owned by women, socially and economically disadvantaged persons and veterans. [Click Here for more information](#)



Google to Teach KC Small Businesses How to Get Online

"Kansas City Get Your Business Online" - a new program from Google—is an easy, free, and fast way to get your business online. If you don't have a website or Google Places listing, you'll find everything you need to get started—web professionals at your side every step of the way. The one-hour sessions, August 31st and September 1st, will help small businesses with websites, hosting, online listings and how to be found online. Space is limited, so be sure to pre-register. [Read more](#)

Missouri Career Guide 2011 Adds New Features

The *Missouri Career Guide 2011* provides information and data to assist students and job seekers to make informed employment choices. It also helps job seekers of all ages to identify education and skills development resources and to improve their job-hunting and interviewing skills. The 2011 guide includes new sections on green careers in Missouri and the use of social networking for effective job seeking. Printed copies of the guide are available at all **Missouri Career Centers** while supplies last. [Click here to view guide](#)



Governor Nixon's Small Business Loan Program

Through Gov. Nixon's Small Business Loan Program, Missouri businesses with 15 employees or fewer may apply for loans of between \$2,500 and \$50,000. The loans are typically repaid over a ten-year term and at a low interest rate of 3 percent. Missouri businesses wishing to apply for one of the loans can go online to www.ded.mo.gov/MOloan/index.htm to download an application.

The Missouri Women's Council, U.S. Department of Labor—Women's Bureau, and Lincoln University have partnered to offer a Conference on Women's Issues.

To register, please visit www.eventbrite.com/event/1719482017

*"Our History is
Our Strength"
Conference on
Women's Issues*



September 15, 2011

1:00 – 4:00 p.m.

at

Lincoln University

Scruggs University Center Ballroom

FREE ADMISSION

To register, visit

<http://www.eventbrite.com/event/1719482017>

Please contact the Missouri Women's Council
at (573) 751-0810 with questions.

YOU ARE INVITED

All are welcome to attend

The purpose of the event is to reflect on the past challenges of working women, discuss present areas of concern, and build hope for the future.

Topics include:

Women in the Labor Force, Pay Equity,
Job Rights, Issues Impacting Women

This FREE event will include:

Speakers

Exhibitors

Panel Discussions

Presentations

Open Forum

Event Partners:



History Exhibit Event
September 28, 2011

“Our History is Our Strength” Women’s History Exhibit Event



Women’s History Exhibit Induction Ceremony for:

Dorothy Gaynor Blake *(Posthumously)*

Frankie Muse Freeman, Esq.

Jessie L. Gaynor *(Posthumously)*

Dr. Blanche M. Touhill

Margaret Bush Wilson, Esq. *(Posthumously)*



September 28, 2011

2:00—4:00 p.m.

at

**University of Missouri—
St. Louis**

Millennium Student Center,
Century Rooms

FREE ADMISSION

Please contact the Missouri Women’s Council
at (573) 751-0810 for more information.

YOU ARE INVITED

All are welcome to attend

The purpose of the event is to honor and celebrate the Missouri women that are being inducted into the Women’s History Exhibit and to learn more about the amazing Missouri women that are a part of the history exhibit.

Paid Event Sponsors:

UMSL



In-Kind Event Sponsor:



Regional Women Veterans Conference: *Women Veterans as Change Agents for the Future*



October 28-29, 2011



A day of networking, sharing, learning, and rejuvenation

Keynote Speaker on Friday, October 28th: Brigadier General Wilma Vaught

This FREE event includes:

- **Speakers and Workshops on various issues facing women veterans**
- **FREE Legal Services**
- **FREE Child Care**
- **Health Screenings**
- **Job Fair**
- **Resume Writing Assistance**
- **Explanation of Veteran Benefits**
- **Clothing Boutique & Chair Massages**

Presented by:

U.S. Department of Labor—Women's Bureau
Missouri Women's Council
HHS/Office on Women's Health—Region 7
Missouri Veteran's Commission
University of Missouri
U.S. Small Business Administration
Missouri Career Center
Dress for Success- KC
Burns & McDonnell
Missouri Military Preparedness
and Enhancement Commission
Kansas Workforce Development
and a collaboration of federal, state and
local governments, community based
organizations and corporations working
together to honor women who served.

Location: Macedonia Baptist Church, 1700 E Linwood Blvd, Kansas City, MO

**For more information, please contact Carla Tillmon with the
Women's Bureau at 816-285-7234**



Colleen White Strategic Workplace Solutions Women Owned Business



**Colleen White,
Strategic Workplace
Solutions**

Colleen White is President and founder of Strategic Workplace Solutions, Inc. She brings nearly 30 years of labor law compliance and workplace relations experience to her SWS clients to assist them with managing their compliance risks and workplace needs.

She derives her extensive experience from over 12 years as Director of the State of Missouri's Division of Labor Standards. There she administered and enforced Missouri Wage and Hour, Child Labor and Prevailing Wage Laws, the OSHA funded OnSite Consultation Program, the MSHA funded Mine Training Program, and the state Mine and Cave Inspection Program. She also served as the Department of Labor Liaison to the Missouri Women's Council.

Prior to that position, she served as Business Manager of a construction trade union in Kansas City, becoming the first female delegate to a Building & Construction Trades Council in the U.S. She was subsequently appointed to serve as Director of Safety and Health for the International Union of Painters and Allied Trades in Washington D.C., where she became the first woman Department Director of an international construction union.

Colleen is recognized nationally as a leading expert in labor law compliance and addressing workplace issues. She led the effort in drafting a national Child Labor Law Administration Guide for all state labor standards agencies in the U.S. Colleen also drafted the first prevailing wage compliance programs for the City of Kansas City, Missouri and for Jackson County, Missouri. She is active with the Labor Management Council of Greater Kansas City's Construction Industry Committee, where she regularly provides input on compliance issues for construction. She is nearing completion in her service as Coordinator for the Jackson County Sports Authority on the Truman Sports Complex Renovation Project, overseeing all labor law compliance for the \$700 million project. There she provided assistance to over 300 contractors to help ensure their compliance requirements were met.

Colleen holds degrees in Education and Labor Studies. She also serves as a labor arbitrator, where her experience provides a level of neutrality, honesty and integrity that allows her to see all sides and concerns. With her management, government and labor backgrounds, she provides her clients with a depth of knowledge unparalleled by others, and a level of experience beyond compare. Colleen is tough enough to challenge authority, and empathetic enough to understand her clients true needs and circumstances. Her clients rely on her as a trustworthy source to ascertain, learn to prevent and manage their compliance risks because they find Colleen is the best solution available.



Business Trainings and Job Fairs

September 1st, 2011

Basics to Writing a Business Plan

Location: Ft. Leonard Wood

[Click Here for more information](#)

September 1st, 2011

Winning Government Contracts

Location: Kansas City

[Click Here for more information](#)

September 2nd, 2011

Basics of Writing a Business Plan

Location: St. Louis

[Click Here for more information](#)

September 7th, 2011

Winning Government Contracts

Location: St. Joseph

[Click Here for more information](#)

September 8th, 2011

Small Business Academy

Location: Jefferson City

[Click Here for more information](#)

September 8th, 2011

Customer Service: Taking Care of Customers

Location: Mexico

[Click Here for more information](#)

September 9th, 2011

Financing Your Business

Location: St. Louis

[Click Here for more information](#)

September 14th, 2011

Customer Service: Taking Care of Customers

Location: Columbia

[Click Here for more information](#)

September 14th, 2011

Starting a Business

Location: St. Peters

[Click Here for more information](#)

September 15th, 2011

**Marketing Communications:
Building Stronger Customer Relationships**

Location: St. Louis

[Click Here for more information](#)

September 15th, 2011

Understanding Financial Statements

Location: Kansas City

[Click Here for more information](#)

September 15th, 2011

Winning Government Contracts

Location: Blue Springs

[Click Here for more information](#)

September 15th, 2011

Basics of Writing a Business Plan

Location: Columbia

[Click Here for more information](#)

September 16th, 2011

Starting a Small Business

Location: Joplin

[Click Here for more information](#)

September 20th, 2011

How to Write a Successful Business Plan

Location: Joplin

[Click Here for more information](#)

September 20th, 2011

Tapping Into Lending and Contracting Programs to Boost Your Small Business

Location: Rolla

[Click Here for more information](#)

September 20th, 2011

Technology Entrepreneur Speakers Program

Location: Kansas City

[Click Here for more information](#)

September 21st, 2011

Small Business Academy

Location: Jefferson City

[Click Here for more information](#)

September 22nd, 2011

Technology Entrepreneur Speakers Program

Location: Kansas City

[Click Here for more information](#)

September 22nd, 2011

Technology Entrepreneur Speakers Program

Location: Kansas City

[Click Here for more information](#)

September 22nd, 2011

Pricing Products or Services

Location: St. Louis

[Click Here for more information](#)





Business Trainings and Job Fairs

September 23rd, 2011

Starting and Managing a Business

Location: Lees Summit

[Click Here for more information](#)

September 26th, 2011

Starting a Business: The First Steps

Location: Mexico

[Click Here for more information](#)

September 27th, 2011

Quickbooks for Small Business

Location: Columbia

[Click Here for more information](#)

September 28th, 2011

Business Growth Made Simple: 6 Keys to Exceptional Results in 2011

Location: Columbia

[Click Here for more information](#)

JOB FAIR

September 29th, 2011

O'Fallon Fall Job Fair

[Click Here for more information](#)

September 29th, 2011

Predicting Future Cash Needs

Location: Kansas City

[Click Here for more information](#)

September 29th, 2011

Understanding Financial Statements

Location: Columbia

[Click Here for more information](#)

October 5th, 2011

Small Business Academy

Location: Jefferson City

[Click Here for more information](#)

October 5th, 2011

Exploring Entrepreneurship Start Up

Location: Columbia

[Click Here for more information](#)

October 6th, 2011

Winning Government Contracts

Location: Kansas City

[Click Here for more information](#)

October 6th, 2011

Integrating Social Media Into Your Marketing Plan

Location: Joplin

[Click Here for more information](#)

October 6th, 2011

Building an Investor Ready Technology Company

Location: Columbia

[Click Here for more information](#)

October 7th, 2011

Financing Your Business

Location: St. Louis

[Click Here for more information](#)

October 7th, 2011

Starting a Small Business

Location: Joplin

[Click Here for more information](#)

October 11th, 2011

Financial Management Series: How to Control Cash Flow

Location: St. Louis

[Click Here for more information](#)

October 12th, 2011

Social Media Marketing for Small Business

Location: Columbia

[Click Here for more information](#)

October 13th, 2011

Marketing Communications: Building Stronger Customer Relationships

Location: St. Louis

[Click Here for more information](#)

October 13th, 2011

Getting Results with Facebook, Twitter & LinkedIn

Location: Joplin

[Click Here for more information](#)

October 19th, 2011

Small Business Academy

Location: Jefferson City

[Click Here for more information](#)

October 20th, 2011

Get Local Customers with Google, Yelp, and Foursquare

Location: Joplin

[Click Here for more information](#)

October 21st, 2011

Exporting 101: Increasing Sales & Expanding Markets

Location: Joplin

[Click Here for more information](#)





Upcoming Events and Programs

Conference on Women's Issues

Missouri Women's Council, U.S. Department of Labor-
Women's Bureau, and Lincoln University

September 15th, 2011

Lincoln University

Jefferson City, MO

[http://www.womenscouncil.org/documents/
HistoryIsStrength.pdf](http://www.womenscouncil.org/documents/HistoryIsStrength.pdf)

Entrepreneurial Equation

September 15th, 2011

St. Louis Club

Discuss issues business owners face and how a team of a
CPA, attorney, and Financial Advisor can help retain
employees, protect against catastrophes, and
minimize taxes.

Contact Steven Palubiak at (314) 721-0773 or
email Patricia.Kelsay@EdwardJones.com

Entrepreneurial Exchange Day

September 20th—21st, 2011

Kansas City, MO

E-Day is a two-day event that brings together
the area's legendary entrepreneurs and budding
business leaders to learn and share ideas. Get up close
and personal with the most successful business leaders
in our community to hear their stories and ask questions
over cocktails Tuesday night. On Wednesday, panels of
local business leaders share war stories and field
questions.

[Please click here for more information](#)

NAWBO Event: Plan Early

Join Breakthrough ROI business coach, Charlotte
Nenninger, as she leads an interactive session
that will allow you to get a head start on where
you want your business to be in the next 2-3 years.

NAWBO St. Louis

Visit www.nawbostl.org.

"Gateway to Recovery" Classic Career Fair presented by The St. Louis Gateway Classic & Missouri Career Center

September 22, 2011

The Classic Career Fair, which targets the current professional
looking to make a career change as well as those seeking entry
level positions, is FREE and OPEN to the public. To register for
the FREE Career Fair Prep workshops, contact the St. Louis
Gateway Classic Sports Foundation at (314) 621-1994 or visit
www.gatewayclassic.org

53rd Annual Governor's Conference on Economic Development

September 21-23, 2011

University Plaza Hotel &

Convention Center

Springfield, MO

<http://www.ded.mo.gov/Conference/GovConference.aspx>

Youth Entrepreneurs—Business for Breakfast, featuring Bill Rasmussen

November 18, 2011

Kansas City, MO

Bill Rasmussen, an ESPN founder, speaks at the inaugural
Business for Breakfast benefiting Youth Entrepreneurs. Life-long
entrepreneur and sports fan, Rasmussen's innovations include
not only the creation of ESPN, but also the concept for "Sports
Center," wall-to-wall coverage of NCAA regular-season, "March
Madness" college basketball, and coverage of the NFL Draft.

For more information on tickets, please
contact Jill at (316) 828-3916 or email her at Jill@yekes.org





In Every Issue Business Resources

Missouri Business Portal

An online resource as a single point of entry for business registration, filings, licenses, and permits for doing business in the State of Missouri. [Click here for more information.](#)

Missouri Business Development Programs

The Missouri Small Business & Technology Development Center (MO SBTDC) successfully assists more than 10,000 businesses with business start-up and training workshops. Visit www.missouribusiness.net.

Missouri Catalog of State Assistance Programs

Provides detailed information about state grants, loans and assistance programs and how to apply for them. [Click here for more information.](#)

Missouri Department of Economic Development Programs for Business

The Missouri Department of Economic Development offers a listing of programs for businesses. For a full listing, please [click here](#).

Missouri Enterprise Business Assistance Centers (MEBAC)

MEBAC's mission is to help small businesses enhance productivity, expand production, increase sales and improve profitability. Visit www.missourienterprise.org or call toll free at (800) 956-2682.

Missouri Linked Deposit Program

The Big Missouri Linked Deposit Program is administered through the state treasurer's office to enable financial institutions to make low-cost loans to businesses and farms to create jobs and help Missouri's economy grow. Visit www.treasurer.mo.gov/LinkedDeposit.asp.

MOSourceLink

MOSourceLink connects small business owners with a network of nonprofit resource organizations that provide business-building services. Visit www.mosourcelink.com or call toll-free at (866) 870-6500.

Missouri Procurement Technical Assistance Centers (MO PTAC)

MO PTAC's mission is to assist businesses—including small, disadvantaged and women owned firms—in obtaining federal, state and local government contracts. Visit www.missouribusiness.net/PTAC

Missouri Small Business Regulatory Fairness Board (SBRFB)

The SBRFB provides a key interface between state regulatory agencies and affected small businesses. For more information, please [click here](#).

Missouri Small Business and Technology Assistance Centers (MO SBTDC)

MO SBTDC is focused on strengthening the technological competitiveness of Missouri's businesses. Visit www.missouribusiness.net/fast.

Missouri Women's Council

Provides information and resources regarding business, education and career development to Missouri's women. Visit www.womenscouncil.org or call toll free at (877) 426-9284.

MoFAST: SBIR/STTR Program

Help for entrepreneurs and small businesses seeking federal funding for technology and life sciences businesses, products, research and development. Visit www.mofast.net.

Office of Administration—Office of Equal Opportunity

OEO's mission works to assist women and minorities in developing opportunities to contract with the state, economically empowering traditionally underserved communities and improving the overall fiscal vitality of the State of Missouri. Visit www.oa.mo.gov/oeo or call toll free (877) 259-2963.

SBA— Small Business Administration

The SBA links entrepreneurs with resources, services and support specifically designed for small business needs. Visit www.sba.gov or call toll free at (800) U ASK SBA.





In Every Issue-

Women's Resources

National Association of Women Business Owners

NAWBO is a dues-based national organization representing the interests of all women entrepreneurs in all industries. Membership is open to sole proprietors, partners and corporate owners with day-to-day management responsibility.

Phone: (800) 556-2926

Website: www.nawbo.org

National Women's Business Council

The Council's mission is to promote initiatives, policies and programs designed to support women's business enterprises at all stages of development in the public and private sector marketplaces, from start-up to success to significance.

Website: www.nwbc.gov

eWomenNetwork, Inc.

eWomenNetwork, Inc. is committed to helping women and their businesses achieve, succeed and thrive in the new economy. Their goal is to help female business owners and professionals achieve their goals.

Website: www.eWomenNetwork.com

Women Impacting Public Policy, Inc. (WIPP)

A national nonpartisan public policy organization that advocates for and on behalf of women and minorities in business in the legislative process of our national, creating economic opportunities and building bridges and alliances to other small business organizations.

Website: www.wipp.org

Career Education Coordinators

Network of professionals focusing on nontraditional careers as well as providing information and expertise in career awareness, exploration and planning for various audiences.

Website: www.missouricareereducation.org

Women's Business Enterprise National Council (WBENC)

Dedicated to advancing the success of Corporate Members, certified women's business enterprises, and government entities in partnership with its Regional Partner Organizations (RPOs)

Website: www.wbenc.org

Missouri Child Care Resource and Referral Network

The Missouri Women's Council recognizes that often times women in business and workforce may encounter barriers accessing quality child care. This organization coordinates the activities of the eight child care resource and referral agencies that serve all 115 counties in Missouri.

Website: www.mocccrn.org

Women's Business Development Center

The largest women's business assistance center in the United States. Nationally and internationally recognized for responsive, innovative, and effective programs and advocacy efforts. Delivers business services and financial assistance to empower women towards entrepreneurship and economic self-sufficiency.

Website: www.wbdc.org

Caring Communities

A "partnership" that enables community and school leaders to define priorities and agendas based on each community's needs, assets and vision. By developing community-based supports and services, the aim is to enhance the well-being of children, which is inseparable from the well-being of their families and the stability and economic viability of the communities where they live.

Website: www.mofact.org

WPO Women Presidents' Organization

The WPO is a non-profit membership organization for women presidents of multimillion-dollar companies. Members of the WPO take part in professionally facilitated peer advisory groups in order to coax the 'genius out of the group' and grow their businesses to the next level.

Website: www.womenpresidentsorg.com

Missouri Career Centers

Located in communities across the state and represent a unique partnership of employment and training organizations that reflect the specific needs in each local community. These resource areas are equipped with computers, fax machines, and telephones that operate similarly to a public library.

Website: www.missouricareersource.com





Missouri Women's Council



The Missouri Women's Council was established in 1985 by the State's 83rd General Assembly to identify and address issues affecting the economic and employment status of women in Missouri.

The first name of the council was the Missouri Council on Women's Economic Development and Training (MCWEDT). The name was changed to the Missouri Women's Council in 1994.

It is the intent of the Missouri Women's Council to work closely with other agencies and community-based organizations to build awareness, educate, promote opportunities for, and enhance the lives and well being of Missouri women business owners and women in the workforce.

The Missouri Women's Council offers information and resources on starting your Own Business, Women in Business, Finding a Great Job, Upgrading Your Skills, and Obtaining State Contracts.

The Council is an agency within the Department of Economic Development. The bipartisan Council is comprised of 15 members: 11 appointed by the Governor, 2 Missouri State Senators, and 2 Missouri State Representatives with the chair appointed by the governor. An Executive Directors is appointed to serve the Missouri Women's Council and the women of Missouri.

Find us on
Facebook



Follow us on
Facebook

Missouri Women's Council's Women Owned Business (WOB) Network

Helping Women-Owned Businesses Succeed in Missouri

Becoming a member of the WOB Network can help women-owned business owners find and interact with each other, as well as highlight the goods and services their businesses provide. Register for free, online at www.wobnetwork.mo.gov

To subscribe or unsubscribe to the Women's Edition, please [click here](#).